



United States Embassy Nairobi
Public Affairs Section
American Reference Center

United Nations Avenue
P. O. Box 606, Village Market
00621 Nairobi, Kenya
Tel: 254-20-3636196/7
Fax: 254-20-3636501

U.S. Ambassador Launches Kenya Chapter of African Women's Entrepreneurship Program

U.S. Ambassador to Kenya Robert F. Godec officially launched the Kenya Chapter of the African Women's Entrepreneurship Program (AWEP) at the U.S. Embassy in Gigiri, Nairobi on May 8, 2013. Among the attendees was The Ambassador who congratulated CEO of AWEP Nancy Gitonga as well as Chair Zohra Baraka and fellow AWEP Kenyan Board member for their dedication and hard work building the new organization. "We all know what an important role women play in society, in our communities, and in our homes. More importantly, we know what a tremendous force they are in our economies and how much more we will all gain from more women's involvement in commerce," said Ambassador Godec.



AWEP is an outreach, education, and engagement initiative that targets African women entrepreneurs to promote business growth, increase trade regionally and to U.S. markets through the African Growth and Opportunity Act (AGOA), create better business environments, and empower African women entrepreneurs to become voices of change in their communities.

Former Secretary of State Hillary Clinton initiated the program in July 2010. Current Secretary of State John Kerry shares this commitment to women entrepreneurs, as does the U.S. Mission in Kenya. AWEP's mission seeks to equip African businesswomen with the tools and opportunities to accelerate the growth of their businesses, become leaders in their communities, and drive social and economic progress in Africa.



Remarks by Nancy Gitonga, CEO AWEP Kenya

Ambassador Godec said, “Around the world, when a woman earns more, good things happen: she invests a greater percentage of her resources in her own future and in her family’s future. Higher incomes for women have a powerful and long-lasting multiplier effect through increased investment in health and education.” He also noted how women have been taking on a greater role in all aspects of Kenyan society, especially in the economy, in recent years. “The glass ceiling is well on its way to being shattered in Kenya, and we are confident that AWEP Kenya will play an important role in ensuring that more women, at all levels, play an even greater part in strengthening this great country.”

For more information on AWEP, please visit: <http://www.state.gov/p/af/rt/awep/>

<http://nairobi.usembassy.gov/>